

Federal Communications Commission
Washington



OFFICE OF
THE SECRETARY

May 7, 1997

DOCKET FILE COPY ORIGINAL

Honorable Thad Cochran
United States Senate
Washington, D. C. 20510-2402

Re: MM Docket No. 97-45
RM-8961

Dear Senator Cochran:

Thank you for your letter dated April 11, 1997, accompanied by a letter from your constituent, Carolyn Dillon, President of Tylertown Broadcasting Company, concerning the pending application for the allocation of Channel 107.3 FM at Tylertown, Mississippi.

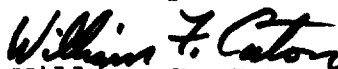
Your letter was forwarded to the Office of the Managing Director for reply in keeping with the Commission's ex parte rules, which deal with communications relative to all "restricted" proceedings under consideration by the Commission. The Managing Director asked me to respond on his behalf.

The ex parte rules require service on all parties of filings addressing the merits or outcome of restricted proceedings. Because a Notice of Proposed Rule Making has been issued in this allotment proceeding, the proceeding is considered "restricted" and will remain so until such time as a decision is no longer subject to reconsideration or review by the Commission or the courts. See 47 CFR Section 1.1208.

In accordance with FCC Rules as found in 47 CFR Section 1.1212(e), I have, by copies of this letter, provided notice and disclosure of your communication to all parties to this proceeding. Additionally, this letter and your communication have been placed in a public file associated with (but not made a part of) the record in the proceeding. See 47 CFR Section 1.1212(d).

You may be assured that the Commission has closely examined all evidence in the record in order to determine which course of action will best serve the public interest, convenience and necessity.

Sincerely,


William F. Caton
Acting Secretary

cc: Henry E. Crawford, Esq.
1150 Connecticut Avenue, N.W.
Suite 900
Washington, D. C. 20036

THAD COCHRAN
MISSISSIPPI

United States Senate
WASHINGTON, DC 20510-2402

April 11, 1997

COMMITTEE ON
AGRICULTURE, NUTRITION,
AND FORESTRY
COMMITTEE ON
APPROPRIATIONS
COMMITTEE ON
GOVERNMENTAL AFFAIRS
COMMITTEE ON
RULES AND
ADMINISTRATION

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The Honorable Reed E. Hundt
Chairman
The Federal Communications Commission
1919 M Street, N.W.
Washington, D.C. 20554

Dear Chairman Hundt:

I understand that a proposal for a new FM radio frequency in Tylertown, Mississippi, has been submitted to the Commission.

As you continue to make decisions about this allocation of frequency, I hope that you will carefully consider the enclosed comments of Ms. Carolyn Dillon, President of Tylertown Broadcasting Company.

I appreciate your attention to this matter.

Sincerely,



THAD COCHRAN
United States Senator

TC/egh
Enclosure

THAD COCHRAN
MISSISSIPPI

United States Senate

WASHINGTON, DC 20510-2402

April 11, 1997

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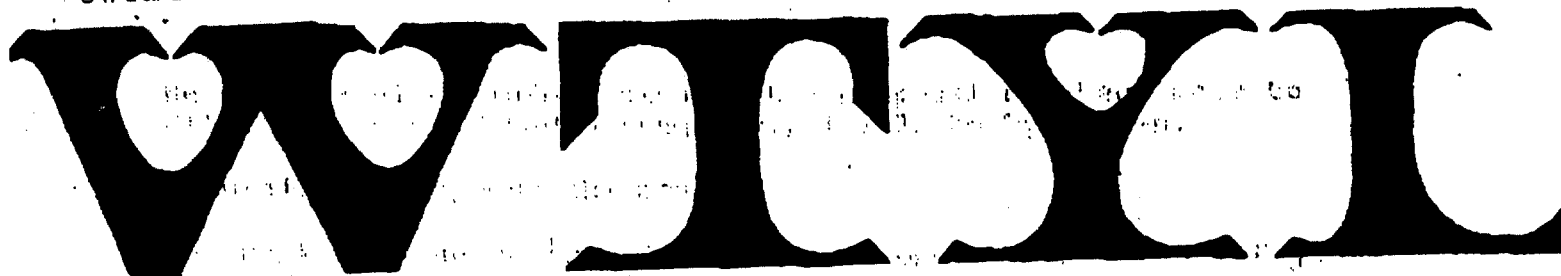
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THAD COCHRAN
United States Senator

TC/egh
Enclosure



AM/FM RADIO IN TYLERTOWN, MISSISSIPPI 39667 • 530 UNION ROAD • PHONE 601/476-2185 • FAX 601/476-5200

March 28, 1997

William F. Caton
Acting Secretary
Federal Communications Commission
1919 M, Northwest
Room 222
Washington, DC 20554

Re: Amendment of Section 73.202(b), Table of Allotments, FM
Broadcast Stations (Tylertown, Mississippi), MM Docket No. 97-45RM-
8961

We have received information that a proposal has been made to allocate a new FM radio frequency, 107.3, to Tylertown.

Naturally, we oppose the move.

The market we serve is quite small. We operate in a town of just under 2,000 population, in a county of roughly 13,500. To drop in another frequency in a market of our size would probably spell economic disaster if someone chose to operate it. Not only would we suffer, but they would, as well, since there are only limited dollars in a market our size.

For almost 30 years, the local AM/FM station has operated as a community oriented radio station. The corporation, Tylertown Broadcasting Co., is locally owned, and fortunately its stockholders do not maintain their stock because of a profit motive. They certainly could have had better returns from other investments.

We'll be happy to make copies of our income tax statements available to support our contention.

Our programming, from the beginning, has been locally oriented. It was our goal to provide services to this community that weren't available from other radio stations in the area. Weather, local news programming, including obituaries, court wrap-ups, agricultural summaries, and community and public service programming, are all aired as a service to the community.

Recently, we invested \$30,000 in a computerized system to allow our small staff time to target the areas that really count to our listeners, the local news programming that we've been recognized for, and provide 24-hour service, as well.

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We're afraid that an additional frequency allocated to Tylertown would hinder our operation. We also feel that anyone that may eventually apply for the frequency would be controlled by outside interests and would be less likely to provide the type of local public service programming that we've done. Because we operate on a limited budget, frankly, we're afraid that any competition would hinder the service we provide. It's tough, sometimes, to make ends meet in a single-station market. Should two stations compete for the limited advertising revenue available here, it's quite possible that neither would survive.

Local leaders have commented over the years of WTYL's commitment to its service area--that it is interested in only Tylertown and Walthall County. We have comments available in our public file, and can obtain statements from local leaders, including the mayor, board of supervisors' president, president of the local NAACP chapter, Chamber of Commerce leaders, organizers of youth sports programs, law enforcement officials, civic and church leaders who will attest to the measure of public service we've provided to the community.

We contend that whoever moved for an allocation of 107.3 mhz. to Tylertown probably has no intention of operating a station here, or as a local station. It is more likely they are trying to block a facilities upgrade elsewhere.

We also contend that the public's interest would not be served by allocation of another FM frequency to Tylertown, and that should a station eventually be operated in addition to the facilities already located here, both would suffer economic hardship.

In all likelihood, anyone seeking to put another FM station on the air in this market would not be made up of local ownership, and would be less likely to provide the level of services WTYL has throughout the years.

Please add these to any comments you may have received concerning the proposed frequency allocation.

Carolyn Dillon
President, Tylertown Broadcasting Co.